

# Impressions. A Journal of Business Making Ideas

*Here you may profit by the experience of others.*

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**D**ESPITE preferential tariffs the country most fertile to Canadian manufactures outside of Great Britain is the German Empire.

Many manufacturers in Canada have not had personal business experience in Germany, or may not have access to reliable information as to the unique prevailing customs, and a few words may prove readable, perhaps profitable, to some of the readers of IMPRESSIONS.

Space will not permit of noticing specifically details of the business methods, and I shall endeavor to select only those bearing more directly on the advertising field.

There is a charm in the rural and village life in Germany in its simplicity and seemingly closer proximity to nature noticeable to the new comer. Less of frigid formalisms; less of the utter heartlessness of artificial life, and the heart warms with true friendship and large-hearted hospitality.

We all recognize that the extremes between the stupidity and ignorance of savage life and the embellishments and refinements of a high civilization are very great, but the tendency of each is to selfishness. There is in the German home the happy medium between these two extremes.

Foreign  
Fertile Fields  
for Canada.

"In the wares  
before you  
spread,  
Types of all  
things may  
be read."

*By H. W.  
Calkins.*



The home life is the basis of commercial and national life. The business circles are filled with well-educated, energetic, persevering, methodical, imperturbable men. They no longer build a hedge around their business horizon, but are alert to seize upon everything up-to-date that is scientific and practical. Their laws are rigid and great care is taken to protect the masses against imposition and quackery.

Their pride is their business and even the more modest lines of business savor strongly of profession in their manner of handling and carrying out its details. Their manufactories are an epitome of scientific and sanitary convenience. In their inventive genius is the strongest rival the United States fears, and their aggressiveness is rapidly placing them foremost as competitors for the world's mart.

The older continental countries differ from ours, and yet all are rapidly becoming commercial. Not many years since German savants were engrossed in and confining their energies to undermining the ground of the middle ages, producing by their untiring industry a whole literature, beautiful and perfect in itself; an abundance of monuments of art, and a well organized political and social life. Now desire for wealth, greed for fortune, has seized this great people, who rival in the manufacture of nearly all necessities and luxuries of life. Yet with this change, this growth, has sprung up a desire to utilize the latest and best offerings of the scientific world, and open their ports to receive all articles of merit which represent increased utility or degrees of comfort.

The German Empire occupies the greater portion of Central Europe. The total area is 208,000 English square miles, which is  $\frac{1}{18}$  of Europe and  $\frac{1}{250}$  of the whole dry land.

To invade the commercial circles it must be



remembered that there are twenty-five sovereign states, four kingdoms, six grand duchies, seven principalities and three free towns, with Alsace-Lorraine forming a 26th constituent of the federation and administered by the central authority, with a total population of 45,000,000.

The inhabitants of 35 towns represent eleven per cent. of the entire population of the Empire. There are twelve towns of over 100,000, eighty-eight towns above 20,000 and under 100,000; 592 towns between 5,000 and 20,000; 1,636 towns between 2,000 and 5,000. The entire town population is about 37 per cent. The entire rural population is about 63 per cent.

To-day, they are in a receptive mood, and while they prune, amend, reject or accept, everything of seeming merit will receive an impartial trial, and genuineness decide the issue. They are not so rapid, however, as in the United States, and you will not find a twenty-two year old boy with B. M., M. D., etc., affixed to his name; nor are they considered master mechanics until a long apprenticeship is served. A "clever Jack-at-all-trades" spells "a nonentity," while there is a marked tendency to raise the standard of all trades as well as professions. Compulsory army service habituates men to regularity, method and discipline, preventing their launching into trade or profession in youth.

The greatest, most ever-present thing in Germany is "law," and the first thing to learn on invading Germany is to avoid its clutches or "lese majesty." (The pronunciation of that word "lese" does not make it safe to interpret the meaning into an inference that His Majesty or his satellites are lazy or dilatory in exacting "homage"—which should be spelled with a capital H).

There is no prohibition against lines open to inspection, but "secrets" belong to the govern-



ment. Secret or patent medicines are severely handicapped. In fact about six months ago a law came into vogue which virtually kills the introduction or sale of patent medicines, viz: German newspapers cannot carry ads. for medicines unless recommended by physicians of high standing, which undoubtedly means unless the government physician and analyst guarantee them, and the law cannot with any degree of safety be evaded. The penalties for breaking the law are strictly enforced by the judges.

There is a German law against unfair trade competition.

Some of the cases which have come before the courts have been very amusing, and the German judge appears to have a knack of "making the penalty fit the crime." Among numberless instances I recall a case of a merchant who put a placard in his window. "Hats cost price," when a small profit was actually made. He was fined 1,000 marks (\$50.00) and made to pay for the publication of the sentence in the press. In other instances where they advertised the sale of goods at "unheard of prices" and "below cost" they were sentenced to sell at these prices until their stocks were exhausted.

One firm pasted the following in their windows: "Fifty-two establishments in the largest towns in Germany." They omitted to say "branch" establishments. Yet the courts granted an injunction in spite of the defence that the firm belonged to an association of trades who obtained their goods from the same sources.

False announcements of sales have given rise to numberless prosecutions. "Sale, retiring from business," when such was not the case, cost the advertiser 300 marks.

"Sales on account of removal" and "sales after stock taking" when not in accordance with



the facts have also led to fines. If one makes a claim for an advertised article it is well to be in a position to substantiate it in every particular.

From the above you will correctly infer that the public have great confidence in announcements made in advertisements or otherwise, as to value or merits and this gives an unequal advantage for one who is launching an article which will fulfil and justify the recommendations given.

This may explain, in general, why advertisements in Germany are rated as dry, quiet; lacking of vim and the sparkle of adjectives seen elsewhere. Self-preservation is a great law.

The bulk of advertising is done through agencies. The three leading ones are: Haasenstein & Vogler, Rudolf Mosse and Daub & Co.

These houses have branches in every large city in Germany and are considered solvent and reliable.

Some advertisers ignore agencies and do business direct, but it requires skilful and experienced management. The German press is a difficult proposition and the proprietors are cautious about taking on new clients, not only for financial reasons, but for fear you will bring in copy that will reflect on their standing. An insertion of an advertisement in a good German paper is to the German a certain guarantee by the paper of the genuineness of the article advertised. A large percentage of the press is governed by the priests, and they exercise a censorship and guard the standing of the publication in its advertising department as well as reading columns, and in these papers particularly does it apply that an advertisement allowed in them carries wonderful weight and argument with the reader. This prevails to an extent difficult to conceive when one considers what our papers (even many sectarian) here will eagerly publish for the price.



Prices vary, but generally speaking papers up to 40,000 circulation charge from 20 to 30 pfennigs per line. All advertising is done by the line and no choice of type is allowed. From 40,000 to 100,000 circulation 30 to 50 pfennigs per line is charged. Circulations 100,000 and upwards from 50 pfennigs to one mark a line. The reader will understand that a mark is nearly 20 cents and 100 pfennigs in a mark.

Newspaper advertising is not so extensive in Germany as in many other countries, for the reason that they are great believers in from house to house canvassing, and it is but fair to explain that another reason is the circulation is more general in towns and cities and newspapers are not read in the rural districts to the extent they are here.

As in Holland there are many families where religious papers only are allowed for perusal by the members of the family. The father reserves the right and risks the danger of reading a non-sectarian paper.

The best mediums for advertising in Berlin are: Berliner Lokalanzeiger, circulation 300,000; Berliner Morgenpost, circulation 250,000; Berliner Tageblatt, circulation 130,000; Vossische Zeitung, circulation, 30,000.

The two last are like the London Times: strong, conservative and influential. The two first more like the London Daily Mail, popular, newsy, and backed by energy and push.

The best papers in the provinces may be summed up as the following:

Frankfurter Zeitung, circulation 115,000; Kolner Zeitung, Koln, 70,000; Der Gesellige, Grandenz, 40,000; Konigsberger Allgem. Zeitung, 40,000; Breslauer General Anzeiger, Breslau, 122,000; Der Haus Freund, Neurode, 52,000; General Anzeiger, Magdeburg, 40,000; Der Volks Freund, Aachen, 26,000; Allgemeiner Anzeiger,



Erfurt, 32,000; General Anzeiger, Elberfeld, 60,000; General Anzeiger, Dortmund, 50,000; Anzeiger, Hanover, 75,000; Katholisches Sonntagsblatt, Stuttgart, 72,000; Neueste Nachrichten, Kiel, 40,000; Neueste Nachrichten, Munchen, 100,000; General Anzeiger, Nurnberg, 40,000; General Anzeiger, Wurtzberg, 30,000; Neueste Nachrichten, Dresden, 90,000; Neueste Nachrichten, Leipzig, 70,000; Allgem Sonntagsanzeiger, Heilbronn, 39,000; Neues Tagblatt, Stuttgart, 40,000; Neueste Nachrichten, Strassberg, 37,000; Anzeiger Rostock, 33,000; General Anzeiger, Hamburg, 90,000; Neueste Nachrichten, Braunschweig, 40,000; General Anzeiger, Lubeck, 26,000; Bremen Tageblatt, Bremen, 28,500.

Here you obtain a known circulation, and the attainment of publicity is a matter of primary concern in all businesses.

An advertiser, with an article of merit, can effect lucrative sales if the advertising is of a kind to attract attention and arouse interest, but it must be presented so strongly as to make a deep and lasting impression on the minds of the German readers, and be persuasive enough to make them buy goods.

It may be explained that advertising contracts are very simple and easy to check. All advertising is done by the line, and as they use the same size type throughout the entire paper there is little chance for dispute.

The general advertiser in Germany has one unique advantage in that he can arrange with any publisher, with whom he has a newspaper contract, to have inset in the pages of the entire edition of the paper, advertising matter to the extent of a 32 page 8vo. pamphlet, for an average cost of eighteen to twenty marks per thousand.

A publisher claiming thirty-two thousand circulation will contract to insert thirty-two thousand

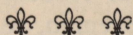


books and no more, and you may safely rely upon an edition of the number specified. There are countries where as much cannot be said.

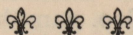
Strange to say that this excellent medium for prompt and accurate circular or pamphlet distribution is not so overdone as to detract from its value.

As the date for insertion is prearranged, a simultaneous effect can be obtained from an enormous distribution covering a wide territory.

Favorable notices will be given in the concurrent issue by most proprietors, the size and diction of which had better be left to their generosity.



**B**USINESS success very seldom comes without an effort. It's something like cutting an end off a steel rail. One man holds the chisel, another man hits it with a sledge, and you can scarcely discern that the surface has even been marked. But they work right around the rail while you look on and think how slow and foolish they are. After they have gone clear around, they place the rail just right and strike it one or two blows with the sledge, when the end drops off almost as clean as if it had been sawed. The public is your steel rail. Your advertising is your chisel. The way you write your ads is your sledge. The frequency with which you make your ads new and bright is the particular spot you are marking. After a time you will make one telling stroke, and the business battle for you will be won. And all that remains is to continue doing the same thing over and over again, only more so.—Business Problems.



**“W**HO goes slow goes safely; who goes safely goes far.”—Adelina Patti.



**A**N INTERESTING story is told of the N. K. Fairbank Co. that illustrates the change that has come to pass and the profit it has brought. For years advertising agents besieged this house to induce them to go to the consumer direct with their goods by exploiting them in the columns of the magazines and other periodicals. The campaign was earnest and persevering, but fruitless until N. W. Ayer & Son, the Philadelphia advertising agents, made a proposition that caught the fancy of the management of the house. They suggested that a belt of counties in Illinois, where the Fairbank people did a large trade, be set aside for the experiment they proposed. In these counties the Fairbank people were selling, through salesmen, a certain brand of soap, making a fair profit. It was proposed that the same soap be put up under another brand, and that this brand should be advertised in a conservative way in this particular section. At the same time the salesmen should continue their efforts with the old soap.

At the end of six months it was found that the new brand was outselling the old, and when a balance sheet was drawn, the net profits on the advertised soap, after all expenses for printers' ink had been defrayed, exceeded the net profits on the soap sold through the salesmen by \$8,000.

The experiment was conclusive, and to-day Fairbank & Company are among the great advertisers of America, spending hundreds of thousands every year for publicity.

There seems to be no limit to the class of materials that can be sold through advertising. Ordinarily one would suppose that such a thing as black cotton dress goods lining would offer a very poor field for exploitation by the advertising artists. Yet the recent experience of a New York concern demonstrates to the contrary. A. G. Hyde & Company, one of the great dry goods

The Proof  
that Advertising Pays.

*By Paul Latske.*



commission houses of the metropolis, had for a quarter of a century or more been selling a certain standard brand of black lining, pursuing the old-fashioned method of establishing it firmly with the jobber and retailer and leaving them to push it with the consumer, who simply asked for black lining and got this particular brand. A few years ago the firm dissolved, and two of the members organized a new house. Some one suggested that instead of going ahead in the orthodox way and building their business up by the old-fashioned method, which would take a great many years and unlimited capital, they try the new way—that they put a brand of lining on the market and build up a trade at once by educating the women through advertising to ask for this particular kind. They adopted the idea, and to-day their trade, it is said, exceeds that of the old house.

A New York manufacturer of men's furnishing goods had a similar experience with so commonplace an article as cravats. Since time immemorial almost men's cravats of the better sort have been made out of a certain kind of silk known as barathea. This particular man, to the amazement of his confreres, began, a few years ago, to advertise his make of barathea scarfs and cravats. He put a capital B to barathea, put his own name in front of the mystic word, and to-day there is not one man in a thousand who would not swear that barathea is a proper name, a coined word, and that there are no other scarfs like these to be had anywhere.

The result has been that this man's business has increased at a rate unheard of in the trade, and his competitors are too much astonished to do anything more than rub their eyes. By and by a lot of them will wake up and the country will probably be flooded with scarf advertisements, to



the great profit of the people manufacturing them. It sometimes happens that advertisers have success thrust upon them in the oddest sort of way. For example:

In the early seventies there was a famous firm of ship chandlers in Chicago known as G. W. Foster & Son. It was a very old house even at that time, and, feeling the need of new blood a partner was taken in from the outside. His name was McFarren, and he had formerly been a country newspaper publisher. Naturally he was a great believer in advertising, and he had no sooner settled to his new position than he undertook to make his house advertise. The Fosters, father and son, one a man of over seventy, the other about fifty, were violently opposed to the idea, but McFarren gave them no rest. Finally then, simply to quiet him, they consented, and a note was sent to a well-known newspaper company asking them to send their advertising manager. This company printed what are known as "patent insides"—that is, sheets printed on one side with miscellany, and a limited number of advertisements, the other side being left blank for local news to be printed in by the country publishers who buy these "patent insides." McFarren had been one of the customers of this firm and had great faith in the "list," as the combined papers were called. In response to the summons a representative of the newspaper company called. The Fosters explained to him that they were going to do about \$2,000 worth of advertising simply to please McFarren and asked him to draw the necessary contract. A few days after the contract was signed "copy" for the advertisement was sent to the publisher's office. It was a weird piece of writing, having neither head nor tail, the only thing apparent being that G. W. Foster & Company wanted the readers of the



"lists" to buy "Wilmington Pine Tar." The advertising man at once carried the copy back to the Fosters, whom he found together.

"This won't do at all," he said; "nobody can make anything of it. You had better let me help you prepare some copy that will bring results."

"What's the matter with it?" demanded Mr. Foster, the elder.

"Why, it tells nothing. All that I can make out is that it's about 'Wilmington Pine Tar,' and you don't even say what that is and what it's to be used for."

The two Fosters made no attempt to conceal their contempt.

"What," said the son sarcastically, "would pine tar be but pine tar? And every fool knows what pine tar is used for aboard ships."

"But," protested the advertising man, "our papers don't go to sailormen. Practically all of them are published in towns that lie high and dry in the interior, and not one of our readers in a thousand has ever seen a lake schooner. They wouldn't be interested in pine or any other kind of tar."

"Well, then, they ought to, and it's that copy or nothing," declared Mr. Foster, decisively. "We make more money on our 'Wilmington Pine Tar' than anything else we carry, and it's our staple. So you may take it or leave it."

Of course the copy was taken. About six weeks later came a note from Mr. Foster, Junior, asking the advertising man to call.

"We are thoroughly disgusted with our advertising experiment," Mr. Foster said before his caller could fairly sit down. "We haven't had even a single inquiry."

"Of course you haven't. I told you that you wouldn't. Our people have no use for 'Wilmington Pine——'"



"Well," interrupted Mr. Foster, waving that foolish question aside, "we want to cancel our contract. Of course, we know we are legally bound for the whole sum, but we want to know what bonus you will accept to call the advertising off as it stands."

The advertising man tried again to explain that the wrong line had been picked out for advertising, but Mr. Foster cut him short again.

"We're tired of the whole thing, I tell you. It's a nuisance and a failure. Now, what will you take to call it off."

This exasperated the advertising man.

"Publishers are no pirates, Mr. Foster," said he. "They don't want to carry advertising that does not pay the man who orders it. I took your foolish tar advertisement simply because I thought you'd be reasonable later and advertise some of the other goods you carry that our people would buy. But if you won't you won't, and we will cancel your contract."

"And what bonus do you ask?"

"Bonus? No bonus. We don't hold people up for money. You pay pro rata for what you've used and let that end the matter."

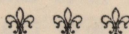
Mr. Foster was astounded and made no attempt to conceal it. He thought that advertising men were like lightning-rod men, their aim being simply to get all the money possible. This way of doing was unexpected, and he mellowed so that it became possible to explain the science of advertising and the hopelessness of offering pine tar to people who didn't even know there was such a commodity except as they had read of it in their family Bibles.

"I'll tell you what I'll do," continued the advertising man after this much was made clear. "We'll call this contract off, but in order that you may learn what real advertising will do, I'll make

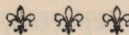


this proposition: You carry a side line of awnings, rope, horse covers, grange regalia, flags and a lot of other things our readers use. We are just completing a new building. You equip that building with awnings, and we'll give you enough advertising space to pay for the work. But let me write your advertisements."

The deal was made on this basis, and as a starter an advertisement was run of the firm's outfit of grange regalia. Instantly the orders began to pour in and the house soon had the largest trade in the country in grange regalia, flags, horse covers and the other things required by the farmers and others who read the country weeklies. The house continued to advertise heavily until the business was wound up owing to the death of all the partners.



**E**ASY STREET—you've heard of that place—is just around the corner. Successful people fight shy of it. It is a sort of misnomer. People who live there don't call it Easy Street. They say it isn't nearly so pleasant a place to live in as is that other street you are now on where every dweller is in love with his work, not with his ease, and asks for nothing he does not earn.—Business Problems.



**D**ON'T be a "grouch." A "grouch" is a so-called business man who lets his personal feelings interfere with his business methods. You never know in what humor you are going to find him. He may meet you with a smile or a snarl. There is no place for him in the business world. He isn't wanted, and cannot succeed—Business Problems.



**H**ERE are a few simple rules for preparing copy, which when followed out are a great help to the printer in setting your job:

The proper size for copy paper is about six by nine inches.

Write the long way of the paper.

Leave plenty of room between lines for changes in copy.

A pencil is better than ink, but it must be a strong black pencil.

Typewriting is the best of all unless the lines are very close together—then it is very bad.

It does not matter how scratched-up the copy looks if it is actually legible.

When you scratch words out do it thoroughly or the compositor may use them.

Don't leave an isolated word among a lot of stuff that is scratched out. It may be overlooked.

Always use a caret mark when you write words in above.

Proper names should be written very plainly.

Be careful about initials that look like something else, as for example "T" and "J."

Underline the letter "u" and overline the letter "n," if there is the slightest chance of their being mistaken one for the other, as is the case with many words.

Print out foreign words or phrases, or any very unusual word.

Number your sheets. If you destroy a sheet and when you rewrite make two of it, mark the number on each one with an "A" or a "B," thus: "5-A," "5-B." If a sheet is thrown out entirely give the next sheet two numbers, as "5 and 6."

If you want an abbreviation extended, draw a circle around it. Avoid the abbreviation "&" for "and."

Always reread your copy after it is written.

Don't be afraid to use commas. If the com-



positor finds an unnecessary one he will omit it, and the others help him to the meaning.

Avoid long and involved sentences.

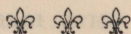
When you have something to say, go right at it, and don't make a great business of getting ready.

Paragraph frequently, and unless it is indicated by a very short preceding line use the paragraph mark.

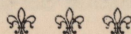
If your stuff isn't headed up when you have finished it, leave plenty of room to put the head on.

Use simple language in direct, terse style. Don't wander about all over a thing. Unless matter is of exceptional importance and interest, boil it down.

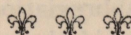
There is no such thing as italic any more, so don't underline any words.



**W**HEN you have looked the proposition all over and decided to advertise, then study your medium. See what your competitors, or at least a majority of them, are doing, and then plan your campaign on a different line. If you do what they are doing, who can distinguish one from the other? Sing your song pitched in different key.  
—Business Problems.



**M**ANY are seduced by the medical advertisement. They become their own doctors, and the undertakers and the preachers close the scene. It is often a case of a good thing wrongly applied.—Business Problems.



**I**N your advertising, talk about your goods, and let somebody else do the moralizing.—Business Problems.



The Use of  
Cuts in  
Advertising.

By Charles E.  
Walters in *The  
Advertising  
World*.

**I**N twentieth century advertising the artist and engraver play very important parts. Pictures have become an invaluable aid in selling goods. Many large firms spend thousands of dollars annually for newspaper cuts alone. It, therefore, behooves the progressive advertising man to know what kind of cuts to use, and where to use them most effectively.

Classified according to the processes used in making them, the kinds of cuts used by the advertising manager of a retail store are: Zinc etchings, half-tones, wood cuts, electrotypes, and possibly steel engravings.

Zinc etchings are the most extensively employed in regular newspaper advertising, being specially adapted to stereotyping to run on cylinder presses, and print on the cheap paper on which newspapers are run. Those most in use are made either from line drawings or from crayons. Etchings from line drawings bring out the outlines of objects clearly, and are well adapted to show such articles as corsets, waists, millinery, women's apparel, etc., where detail of design is desired.

Zinc etchings from crayon drawings give more of the effect of light and shadow and background, and are extremely valuable when these features are desired in newspaper illustration. Good sized cuts must be used, however, to produce a satisfactory effect, as in the process of plate making for the cylinder press, smaller ones lose their fineness of detail, and print black and smudgy. An effect similar in a general way to crayon work, yet with a pleasing individuality all its own, is produced by pen and ink stipple work. Crayon zincs are used with the best results for men's clothing, men's hats and shoes.

Half-tones may be made in either copper or zinc. They are in general unsatisfactory for



newspaper work, as unless handled with extraordinary care, they print too black, and the fineness of detail they are intended to bring out is obscured. Only coarse screen half-tones (of about 60 lines) should be used. To do itself justice, a half-tone should be printed direct upon a coated or enameled paper. Many half-tones have been used in metropolitan department store advertising within the past year, but it is doubtful if, from an artistic standpoint, any of the pages in which they appear have been successful. Zinc half-tones are used for newspaper work.

In his catalogue and circular work, however, the advertising man will find half-tones quite indispensable. They bring out detail in fabrics and expression in faces as nothing else can. A well made half-tone illustration printed on a good enamel paper is a thing of beauty, calculated to create a demand for the article it represents. Many classes of goods listed in mail order catalogues cannot be illustrated properly by any other process.

Most of the half-tones used by the advertising man will come from one of three sources, wash drawings, photographs, or the article itself. Women's coats, suits, waists and furs, men's clothing and neckwear, hosiery, knit underwear and gloves are usually illustrated by half-tones from wash drawings. To give life and expression to the faces shown in fashion catalogues, heads from actual photographs are deftly pasted on wash drawings.

Handkerchiefs, table linens, curtains, etc., are photographed direct for half-tone purposes, the patterns and weaves being brought out to their best advantage by this method.

Half-tones from photographs of artware, silverware, brass beds, curtains, etc., on a highly finished, glossy photo paper, make rich and



accurate illustrations for booklet and circular purposes, and are in admirable keeping with the tone of a high-class house.

Wood cuts are used chiefly in catalogue work for jewelry, glassware, notions, tinware, hardware, etc. They are made by either drawing or photographing the object upon a boxwood block, and engraving this by hand. Wood cuts are not suitable for direct printing, as they might either swell or split. Electrotypes must be made to use in the press.

The electrotyping process affords an inexpensive means of duplicating cuts. Electrolysis is used to deposit a thin plate of copper on a wax mould of the cut. This thin copper coating is taken off, backed up with a composition metal, and mounted type-high, either on wood blocks or a stereotype metal base.

The stock cuts furnished by metropolitan engraving companies are electrotype duplicates of original zincs made by these houses for the great city stores. By keeping in close touch with the stock cut lists of first-class engraving houses, the advertising man for a store in a small town can show up-to-date illustrations in his advertisements at a comparatively small expense.

Manufacturing clothiers send out electrotypes of their garments gratis for country customers to use in their local advertising.

Advertising men for the great metropolitan department stores use electros but little—chiefly to duplicate name plates, crests and other cuts of which several copies are needed.

Stereotype cuts are made by taking the impress of a zinc, wood engraving or half-tone in papier mache, allowing this to harden into a matrix and running a composition metal into it. In stereotyping, many of the finer lines and shadings of the original cut are dulled or obliterated.

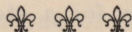


The originals of half-tone cuts are nearly always used in printing, being curved to fit the cylinder, and inserted in the stereotyped page, in the case of newspapers which stereotype their forms.

One newspaper is frequently ordered to secure the matrix of a certain cut from another, and in this case, a stereo is made, put into the advertisement as it stands in type, and then stereotyped again along with the rest of the advertisement. In this case, the resulting illustration is always decidedly inferior to the one in the newspaper first "setting" the advertisement up in type.

Steel engravings are rarely used for advertising purposes, although one large city store has a costly steel engraving made each year to use in announcing one of its great January sales.

Printing from gelatine plates in the photogravure process scarcely comes within the scope of this article, nor do lithography, color printing, etc., although a knowledge of all is very valuable to the progressive twentieth century advertising manager.



**T**WO very artistic and greatly prized remembrances were received by IMPRESSIONS in December. The first, a neat little booklet from the Winnipeg Free Press entitled "The Gopher's Tail: A Good Luck Bringer," in which is related an Indian legend and accompanied by a gopher tail neatly mounted in gold. The second was a copy of "The Deserted Village" from the Peninsular Paper Co. of Ypsilanti, Mich., done on Scotch grey deckle edge paper, in black and red, from Satanic type, with handsome initials and bound in boards. The work is perfect in both cases and reflects the good taste of the senders.



**T**HE following is the text of a recent "Slater Shoe" advertisement, and is one of the strongest appeals for home patronage ever issued by a Canadian firm :

A "Buy in  
Canada" Ad.

## The policy that depopulates

---

Six millions of people in Canada.

Seventy-six millions in the United States.

Canada immigrates raw labor from Europe, and  
**EMIGRATES** Skilled Artisans to the United States.

Canada contains altogether less than 17 times as  
many people as there are **CANADIANS** now living in the  
single State of Massachusetts.

Why this tremendous leak ?

Because of the blind purchasing by Canadians, of any-  
thing which is made in the United States, regardless of  
value.

Because of the 25% higher wages paid Canadian  
workmen, in the United States, to make goods which may  
be sold back to Canada, plus the 25% higher labor cost,  
and plus the 25% Customs duty.

Canadians who buy **UNITED STATES SHOES**,  
merely because they are "not made in Canada," foster  
that **EMIGRATION** of skilled labor which is the curse of  
this country and of home industries.

No United States Shoe, with a 25% higher labor cost,  
and a 25% import duty, can have 60% of the solid value put  
into the "The Slater Shoe" for men and women.

Sold in free trade England in open competition with  
the best United States shoes. Made in Canada by Can-  
adians, and a credit to the nation.

## THE SLATER SHOE STORE

117 Yonge St.     -     -     -     -     528 Queen St. W.

These ads are placed by McKim & Co., of  
Montreal.



## Key Up Your Correspondence.

*By Forest Crissy,  
in System.*

**K**EY up your business correspondence. Give it the tone and quality—in fact, the tone-quality—that you wish to have associated with your house in the minds of your best patrons. There are business houses whose letters never lack a certain distinction and character, no matter from what department they come. You know these letters are dictated by several different individuals, but there is a “strong family likeness” running through the whole correspondence. How does this happen? It doesn’t happen. Whenever you see this symptom, be sure that it implies a deliberate, persistent and intelligent effort which has very likely involved the employment of experts and specialists in this particular line of business effort. There is no possibility of imparting this peculiar tone, quality and literary distinction to the letters sent out by the various departments of a commercial and industrial house without deliberate design and intelligent and systematic effort. This is one of the things which do not “happen”; it comes only as a result of a high order of business organization; it is one of the finer products of that process which we call modern methodizing.

So apparent must be the importance of this branch of business systematization that scarcely a word of argument is needed to enforce its necessity. Very recently a large wholesale merchant said to me: “I have recently been obliged to discharge the head of my credit department—my confidential man. He is honest, conservative and shrewd, but recently I have been awakened to the fact that his incapacity to write a letter which does not leave a sting, a chill, or at least a sense of lofty indifference, is hurting my business more than would some downright reckless blunders. When he writes a letter granting a good customer a larger line of credit he gives it a twist that somehow makes that customer wish he hadn’t asked for credit and thus placed himself under added obligations. And if he refuses to meet the request for such a favor the refusal is so put that it seems a studied effort to conceal a strong unwillingness to give any credit at all. Yet this man has always considered himself an adept in letter writing—and for a time he completely hypnotized me into that view. But at last the steady withdrawal of patronage and the occasional outspoken retorts which his letters provoked forced upon me a recognition of the real condition of affairs. Then I went out after a man who could write a business letter that had just the right ring to it; that was neither so sloppy that it sounded hypocritical or so stiff and stilted that there was no tone of good hearty business friendliness in it. I have found him. He comes high, but the difference in results is remarkable. Of course, there are other things required than this form of literary ability—if that’s what you’d call it. He must have business experience, business



judgment and all the other cardinal business virtues; but the addition of this peculiar capacity to write business letters that hit the mark is a rare gift and makes him a star man."

Also I recall that Mr. Harlow N. Higginbotham once said to me: "A good writer of business letters is one of the most difficult of men to find—and there is no department of a business in which he can do so much mischief as in the credit department. Here it becomes necessary constantly to deny favors to the very men from whom you must expect continued patronage. Therefore, the manner of the denial must, in large measure, determine the friendliness or unfriendliness with which the denial is received. Again, it becomes necessary to have your letter give the impression of unyielding firmness while at the same time it does not wound or antagonize. In a word, here is a department of business in which it is imperative that the finest shadings of meaning shall be deftly and accurately conveyed."

But how is the business man to go about getting his correspondence keyed up to a proper pitch? Once more the threadbare expression must be used: "This is the age of specialists," of consulting experts of all kinds. The practice on the part of progressive business houses of employing a "general literary counsel" as they employ a "general solicitor" or a "consulting engineer" is becoming more and more common.

One of the most valuable services to be rendered by this latest recruit to the ranks of the modern experts is that of keying up the correspondence of the house into a harmonious and consistent whole. This is done mainly by sets of letters carefully prepared to meet representative conditions which are presented in the letters handled by each department head and correspondence clerk. First the expert must get a clear and intelligent idea of the situation as viewed by the correspondents or patrons of the house; then he must grasp the actual conditions and the manner in which they should be presented. He then prepares a set of letters which are not intended slavishly to be followed by the correspondence clerk, but will give him the key in which the letter should be pitched. Paragraphs and sentences may be used just as given in the form, but there must always be an introduction of those individual details necessary to give the personal quality to the communication. The difference in the correspondence of a house which has been brought up to proper pitch by a sound correspondence expert and that of a house which has let this matter "take care of itself" is astonishing.

This movement in the matter of securing a higher quality of house correspondence is not a "fancy fad" of business "cranks"; it is a part of the general movement for better system in every branch and department of business. The ser-



vices of the "literary counsel" will some time be as much a matter-of-course requirement as are those of the auditor or the systematizer.

Not long ago I entered the private office of a Chicago bank president whose name is known throughout the country. He was reviewing the "carbons" of the letters which had been sent out from his office. This he did for the purpose of making an intelligent analysis of his correspondence as a whole that he might make deductions and rules that would operate to give the volume of his future outgoing letters a higher quality. Here is a task to which almost every business man may profitably dedicate not an hour but a day.

Two classes of business communications demand especial care and should have the conscientious attention of every executive. These are letters of conciliation and letters of expansion. The correspondence clerks who are intrusted with the responsibility of writing letters dealing with complaints should not only be men of conciliatory temperament, but they should also know how to express themselves in a way that will make this attitude felt in the letters themselves. But even this is not sufficient, especially in large establishments, where hundreds, or perhaps thousands, of such letters are sent out every month. Each correspondence clerk should be furnished with forms containing expressions skilfully framed to cover, in a general way, the various kinds of complaints.

Or, to again repeat the expression used before in this article, he should have guide letters that will pitch the key in which his answers are to be made. Thousands of dollars in good business are each year diverted from almost every large house because of failure to handle correspondence relating to complaints in a thoroughly diplomatic manner.

\* \* \*

THE requirements of a successful writer of advertisements are in these respects the same as those of a writer of history or romance. They must thoroughly understand the subject on which they write and the audience to whom they write. The man who writes advertisements for a dry goods store must learn to look at things from the standpoint of a woman.—Merchants Record and Show Window.

\* \* \*

THE storekeeper who concentrates is the one who is going to make the most progress. Probably half the stores that are not the successes they should be have opportunities waiting for them around the corner, but are just dying because they are run along anyhow, without any special concentration on the part of the top man.—Hubert C. Ridout in Business Magazine.



**O**N AN AFFAIR of importance employ a man experienced in business who can bring the fierce lion within the noose of his halter ; though the youth be strong of arm and has the body of an elephant, in his encounter with a foe every limb will quake with fear. A man of experience is best qualified to explore a field of battle, as one of the learned is to expound a point of law.

Riches are intended for the comfort of life, and not life for the purpose of hoarding riches.

However much thou art read in theory, if thou hast no practice thou art ignorant.

Three things have no durability without their concomitants : property without trade, knowledge without debate, or a sovereignty without government.

Reveal not every secret you have to a friend, for how can you tell but that friend may hereafter become an enemy? And bring not all the mischief you are able to do upon an enemy, for he may one day become your friend. And any private affair that you wish to keep secret, do not divulge to anybody ; for, though such a person has your confidence, none can be so true to your secret as yourself. Whoever is making a league with their enemies has it in his mind to do his friends an ill turn : "O wise man ! Wash thy hands of that friend who is in confederacy with thy foes."

Whoever is counselling a self-sufficient man stands himself in need of a counsellor.

It is wrong to follow the advice of an adversary ; nevertheless it is right to hear it, that you may do the contrary ; and that is the essence of good policy.

Keep to yourself any intelligence that may prove unpleasant, till some person else has disclosed it.

Be not vain of the eloquence of thy discourse because it has the fool's good opinion, and thine own approbation.

Every person thinks his own intellect perfect, and his own child handsome.

Whoever does not do good, when he has the means of doing it, will suffer hardship when he has not the means : None is more unlucky than the misanthrope, for on the day of adversity he has not a single friend.

Whatever is produced in haste goes hastily to waste : I have heard that, after a process of forty years, they convert the clay of the east into a China porcelain cup. At Bagdad they can make an hundred cups in a day, and thou may'st of course conceive their respective value. A chicken walks forth from its shell, and goes in quest of its food ; the young of man possesses not that instinct of prudence and discrimination. That which was at once something becomes nothing ; and this surpasses



all creatures in dignity and wisdom. A piece of crystal or glass is found everywhere, and held of no value ; a ruby is obtained with difficulty, and therefore inestimable.

Patience accomplishes its object, while hurry speeds to its ruin.



## **Wage System Doomed.**

*By Carroll D.  
Wright, U. S.  
Commissioner  
of Labor.*

**U**NDER the wage system as outlined by the late Francis Walker," said the speaker, "the wage-worker receives in advance from capital the measure of his labor, this measure being recouped by the returns for the produce, the wage-worker thus being paid for his services before the employer receives any return for his co-operation with the laborer.

Under co-operation pure and simple the wage-earner, who is the co-operator, must wait until the product is secured, marketed and paid for. This is, perhaps, the real underlying reason why co-operation in its simple form, and, when applied to production, has not succeeded.

The employer, therefore, collects from the consumer the money to recoup his advancements on the costs of production.

The two parties to production are being placed on a more thorough business basis than of old. Each is beginning to understand the other, and, as this understanding crystallizes into positive knowledge and each is ready to meet the other on a fair and equal basis, the wages question will be relieved of some of its irritating complications.

The employer must consider his employe an investor as well as an employe, for the workingman invests all he has and that is his labor of to-day. That is, he has a perfect right to know why he cannot market his labor to the best possible advantage.

We see in every progressive community that the demand of the workingman is no longer for a wage sufficient to enable him only to keep body and soul together.

Labor has been taught to feel that it is a social as well as an economic power in the community and this educating process has gone on until the demand of labor is for a reasonable margin beyond that fixed by the iron law of wages.

The wages system will pass away. It is, as has been shown, unsatisfactory in many of its applications. It depends too largely for its equities upon the generosity and great mindedness of employers. That there are such who would scorn to influence the votes or actions of their employes and who would be incapable of taking petty or great advantage of their workmen is happily true. That there are others, however, who make use of these opportunities proves the weakness of the system and argues for a greater measure of independence for those who labor.



**Y**OU can deceive some of the people all the time, but the chronic dupes lack the dollars and their trade isn't sufficient to keep your business alive. Therefore if you haven't any conscience in the matter, you ought to be keen enough to see that it pays to tell the truth from mere policy if not from principle.

If all the energy expended in needless worry was turned to account in efforts to succeed, a failure would be almost a curiosity.

Wisdom of action weighs ten times as much, with common sense people, as mere wisdom of words. Many a man talks like Solomon and acts like a half-baked baby.

The man who honestly hunts for his own flaws hasn't time to see whether his neighbor has any or not.

A sour grape will make a nice relish when properly treated. So it is often possible to make a crabbed customer something worth while by right treatment.

The man who makes a fool of himself because he doesn't know any better has a license from nature to do so, but the man who makes a fool of himself in trying to fool others, places himself beyond the pale of human pity or sympathy.

Most people who set out "to get rich quick" find it takes more than a lifetime to finish the job.

\* \* \*

**T**HE following on Honesty in Business, by Nathaniel C. Fowler, Jr., like many an old story, bears repeating:

Honesty is the first law of business.

Honesty is the first rule of success.

Dishonesty pays, if the doer doesn't get caught.

The doer almost always gets caught.

Dishonest business methods, and dishonest advertising, frequently bring transient profit.

The reckless player of whist, by disregarding every rule of whist, often wins the first games.

The whist player, following the tried rules of whist, wins in the end.

There are fundamental principles, and to outrage them, is to lay the foundation of positive future failure.

Strong advertising statements are not necessarily false.

The advertiser who does not respect himself and his goods, and does not announce them in superlative terms, does not deserve public patronage.

A good thing to sell must be well spoken of.

Go back with me to the beginning of twenty-five years ago, and take note of the business signs of prosperity.

Honesty in  
Business.



Come with me along the same streets to-day, and again read the signs.

How few of these signs mark the business places of schemers, boomers, liars, or mercantile thieves?

The signs of the honest houses remain intact.

He who would make quick success may consider dishonest business action and dishonest advertising.

He who would give his ability a chance, and his advertising an opportunity, will begin honestly and stick to honesty.

I know there are many dishonest firms dishonestly advertising.

Watch the life of these firms and see it fade.

There are many honest firms honestly advertising. Watch the life of these firms and see it grow healthier and healthier.

Dishonesty is a drug in the advertising market.

Honesty is the only successful advertising commodity.

I am not telling the advertiser to be honest in his advertising from motives of principle, although his own conscience ought to be sufficient to make him honest.

I am telling him to be honest in his advertising from the standpoint of cold-blooded business.

Dishonest advertising is like the flash in the pan, which scorches and does not cook the bread of trade.

If you are advertising honestly, be sure that your advertising appears to be as honest as it is.

The good of honest advertising is in the apparent honesty of it.

Don't hide your honesty under a bushel of doubt.

If you are honest in your advertising, don't be afraid to make your advertising prove the honesty of it.

\* \* \*

## Harmony, Convention- ality and Good Will

By Nath'l C  
Fowler, Jr.

**I**F the rudder and sails do not work altogether, the ship won't sail.

If there is not enough fire for the water in the boiler, or enough water for the fire beneath it, the engine won't work.

Black goods cannot be sold in the dark, and white goods do not need over-light.

The office boy may be an insignificant part of business, but so long as he is a part, he must fill the hole of his position or profit will fall through it.

The strength of the whole is in the harmony of the parts.

A twenty-dollar overcoat cannot be sold by a shabby six-dollar clerk.

"Welcome" in the advertisement, and "not welcome" in the store, will drive away the trade that comes to enter.



Advertising is the face of business, the face that faces the customer, and if that face does not represent goods back of it, then that face, by its deceitful appearance, damages the business.

There must be honest harmony between the announcements and goods, and the salesman and saleswoman must be in harmony with existing conditions, or the trade brought to the door will go by the door, instead of entering the door.

I know there are exceptions, and I know that men have succeeded with dusty stores, and I know that correct accounts have been kept with barrel-heads for desks, but in this world it is safer to follow the law of average than the rule of exception, and that great law of averages conclusively proves that the majority of successes are those who have something good to sell, have good people to sell it, a good store to sell it in, and good announcements to bring people to them.

There is harmony behind the counter, harmony in front of the counter, harmony in the counting-room, and harmony in the advertising.

Everything from the office boy to the superintendent, from the counter-arrangement to the advertising, is balanced in harmonious nicety, with each part helping the other parts, and all the parts working as one harmonious whole.

The genius is original.

The man of success generally possesses originality.

Originality often accompanies progress.

"To-be-different-from-others" is a condition devoutly wished for by the majority of mankind.

While conservatism is clogging the wheels of progress, over-originality is wearing out the bearings.

Originality, as I see it, is to business what the oxygen is to air, the life and activity.

Over-charge air with oxygen, and by fast living we all die early.

Over-charge business with originality, and it works itself to death.

Success has not a proper balance or proportion without sensible originality and reasonable conservatism.

The progression and originality of the present, founded upon the experience of the past, give the right mixture of modern prosperity.

Years ago I served my time with gun and sword.

After a hot morning march, how welcome was the command which floated down the line:

"Halt! In place; rest!"

Then every man could do as he pleased, provided he kept one foot on the line.



He could joke ; he could laugh ; he could talk to his fellow-soldiers ; he could even sit down ; but he must keep one foot on the line, so that, at the command of "attention," he had only to draw a part of himself on to the line of order.

So let it be with business.

Keep one foot on the line of conservative success.

Lift the eyes, if you will, unto the skies of originality.

Reach out with the arms for visions to conquer.

But keep one foot on the line of old-fashioned business, so that you can draw yourself back into safety when the condition of the times cry, "Attention."

The store may burn down.

The strike may stop the factory work.

A head of the firm may die.

A thousand conditions may operate a thousand changes.

There is one thing which cannot burn, which cannot die, if it is taken care of, which has value and strength enough to carry it through a century.

This is Good Will.

A man of great success says, "Move my store, if you will, burn my stock, carry away my partners, but leave me the good will of good business, and I will lift that business, Phoenix like, from its material ashes."

It has been said that there are some lines of business with so much good will that you cannot drive the trade away with a club.

I know of cobweb stores, antiquated relics of enterprise, which live to-day, do business to-day, and pay to-day, because the men who founded them considered good will a commodity and dispensed it with a liberal hand.

Good will has never been built other than with honesty, and with enterprise, and by conducting the business along the lines acceptable to the customer.

Good-will is worth more commercially than is the stock in trade.

The successes without good will are but transient in character, bright flashes in the pan of business, sizzling as they start and sizzling as they die.

There is no more potent factor in the creation and maintenance of good will than honest, modern, progressive advertising.

Honest advertising brings honest customers, the kind that stick, and continuance of this honest advertising builds up a good trade of "second-nature," that is a trade composed of people who continue to trade at the same place, partly because they know it pays them to do so, and partly because they have got used to doing so.



**The Village  
Philosopher.**

*By Nixon  
Waterman.*

Down at the corner grocery store  
Sat Billings. Half a dozen more  
Were grouped about the stove that day  
To hear what Billings had to say.  
"Tain't my fault I was born so late."—  
Here Billings lit his pipe—"It's fate;  
Yes, fate that shapes the lives o' men  
An' tells 'em what to do an' when.

"The ones who used to win success  
Would find hard sleddin' now, I guess,  
In tryin' fer to write their name  
High on the deathless scroll o' fame.  
Fer any man with brains can see  
Things ain't like what they used to be  
Back yonder when the world was new  
An' there was everything to do.

"Fact is, to-day there ain't no chance  
Fer anybody to advance.  
The things worth doin' has been done;  
There's nothin' left fer any one."  
Here Billings paused and took a few  
Long, lingering whiffs, and softly blew  
The smoke in clouds above his head,  
And thought awhile, and then he said:

"Now there's Columbus: s'posin' he  
Was one of us to-day, he'd see  
There ain't no worlds a-loafin' round  
Just sort o' waitin' to be found.  
An' Franklin with his key an' kite  
He couldn't interest us a mite,  
Fer little children in their play  
Are doin' all he done, to-day.

The printin' press, the railway train,  
The ships that plow the ragin' main,  
An' telegraph an' telephone,  
An' all such things, were once unknown.  
Then all a feller had to do  
Was just to think of something new  
An' tell it to the people, when  
They'd class him with the brainy men.

"Some folks say we've as good a show  
As what they had a long ago  
Fer findin' out things. That's all bosh:  
Leavin's is all we've got, b' gosh!



It's blamed discouragin' to me  
 To sort o' glance about an' see  
 The easy things that men have done  
 That made 'em famous, every one.

"An' say! I purty nearly hate  
 The man who dares to intimate  
 The wise men who have passed away  
 Was smarter'n what we be to-day."  
 Here Billings puffed his pipe a while  
 And then with something like a smile  
 He added: "Guess they'd got the worst  
 Of it if we'd a' got here first."

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A Poem of  
 the Poets.

Why all this toil for triumphs of an hour?—Young.  
 Life's a short Summer—man is but a flower.—Johnson.  
 By turns we catch the fatal breath and die;—Pope.  
 The cradle and the tomb, alas! how nigh.—Prior.  
 To be better far than not to be.—Sewell.  
 Though all man's life may seem a tragedy;—Spencer.  
 But light cares speak when mighty griefs are dumb,—  
 Daniel.  
 The bottom is but shallow whence they come.—Raleigh.  
 Thy fate is common fate of all;—Longfellow.  
 Unmingled joys here no man befall:—Southwell.  
 Nature to each allots his proper sphere,—Congreve.  
 Fortune makes folly her peculiar care. Churchill.  
 Custom does often reason overrule,—Rochester.  
 And throw a cruel sunshine on a fool.—Armstrong.  
 Live well: how long or short permit to heaven.—Milton.  
 They who forgive most shall be most forgiven,—Bailey.  
 Sin may be clasped so close we cannot see its face.—French.  
 Vile intercourse where virtue has no place;—Somerville.  
 Then keep each passion down, however dear,—Thompson.  
 Thou pendulum betwixt a smile and tear.—Byron.  
 Her sensual snares let faithless pleasure lay,—Smollet.  
 With craft and skill to ruin and betray;—Crabbe.  
 Soar not too high to fall, but stoop to rise;—Massinger.  
 We masters grow of all that we despise.—Crowley.  
 Oh, then, renounce that impious self-esteem,—Beattie.  
 Riches have wings and grandeur is a dream.—Cowper.  
 Think not ambition wise because 'tis brave,—Davenant.  
 The path of glory leads but to the grave;—Gray.  
 What is ambition? 'Tis a glorious cheat,—Willis.  
 Only destruction to the brave and great.—Addison.  
 What's all the gaudy glitter of the crown?—Dryden.  
 The way to bliss lies not on beds of down.—Quarles.  
 How long we live, not years, but actions tell;—Watkins.  
 That man lives twice who lives the first life well,—Herrick.  
 Make, while ye may, your God your friend.—Mason.  
 Whom Christians worship, yet not comprehend.—Hill.  
 The trust that's given guard, and to yourself be just,—Dana.  
 For live we how we may, yet die we must.—Shakespeare.